

ROYAL
Trade Mark



The ROYAL STANDARD

ROYAL TYPEWRITER COMPANY, INC., 316 BROADWAY, NEW YORK CITY, U.S.A.

Volume XI

MARCH - 1926

Number 3

ROYAL SALES CONTINUE REMARKABLE INCREASE

FEBRUARY BEATS RECORD

We have all felt that Royal's prestige is growing rapidly. We have all known within our own minds that the supreme quality we are building into the Easy Writing Royal must inevitably result in a wave of popular favor unprecedented in the typewriter industry. And now our beliefs are being confirmed in the most substantial way possible.

Nothing talks so convincingly of the success of a product as its sales. And this month they surely "say a mouthful."

February, 1926, broke all previous February records, and came very close to the all-time high water mark for sales.

Looking over the sales chart for the entire domestic organization, it is a very significant fact that, during the entire year of 1925, not a single month's business failed to exceed the same month in the previous year.

In the first two months of 1926, we have again started to do the same thing. January was the biggest January we have ever had, and February, as we have said, was the biggest February.

To what can we ascribe this steady, forceful growth of business—through large months and small months—in metropolis and village? To many things—the quality that is inherent in every Royal



M. V. Miller, Pittsburgh
February's High Man

Typewriter—and makes every user an enthusiastic salesman for the Royal. Its increased use by students of typewriting in the schools. The cumulative effect of years of striking and novel advertising—and the old axiom that success falls to him who goes after it the hardest.

THE SPIRIT OF SUCCESS

It is a real treat to see the spirit that has pervaded every dealer, manager and salesman in the Royal forces. They have that air of confidence that goes with success. They know that competition is on the run and their sales are only measured by their ability to get around.

The increase throughout the branches was general during February, every sec-

OUR NEW OFFICERS



Mr. H. A. Way, Secretary

Mr. J. H. Forshay, Assistant Secretary

With the annual meeting of stockholders and the first meeting of the Board of Directors for the year on February 23, comes an announcement of great importance to the members of the Royal organization. Mr. H. A. Way, formerly Assistant Secretary of the company, was elected to the position of Secretary following the resignation of Mr. C. J. Haggerty, and Mr. J. H. Forshay, Manager of the Credit Department, was promoted to the post of Assistant Secretary of the company.

The former Secretary, Mr. C. J. Haggerty, after many years of long and honorable service with the company, has left the typewriter business and is now devoting his attention to other fields. All of his friends in the organization join in wishing him great success and prosperity in his new endeavors.

Both Mr. Way, our new Secretary, and Mr. Forshay, his successor as Assistant Secretary, are striking examples of real progress made through the ranks of the company to some of its highest positions. Both are veteran members of the organization with long terms of loyal service.

Mr. Way entered the company in September, 1917, in the Field Department in charge of collections. A year later as a recognition of his good work he was made Assistant Collection Manager of the company and continued in that capacity until March 1, 1921, when he became As-

sistant Secretary of the company upon the creation of that office. It was but fitting that upon vacation of the secretaryship, Mr. Way's service in his present capacity should again be recognized and he should be made Secretary of the company.

Mr. J. H. Forshay is our new Assistant Secretary. Concurrent with his appointment to the position of Assistant Secretary he has been relieved of his duties as Credit Manager and returned to the General Sales Department. Mr. Forshay is one of our oldest employees in period of service. His connection dates back to September, 1912. It temporarily ended in 1918 when he entered the United States Army. Upon his return to service with the company in August, 1919, he had a rapid promotion from the Accounting Department to the General Sales Department and on October 1, 1925, was made Manager of the Credit Department. Mr. Forshay's knowledge of the inside work of the General Sales Department made him the logical man to succeed Mr. Haggerty in charge of that work, at the same time becoming an officer of the company.

We are sure that we are expressing the feeling of the entire organization in congratulating Mr. Way and Mr. Forshay upon their advancement, in wishing them great success in their new positions and extending to them the co-operation and good will which they so richly deserve.

tion of the country sharing in the fine sales record. Mr. Miller of Pittsburgh made the outstanding record among the large branches, and Mr. Jones, finishing his remarkable record at Kansas City with 135 per cent. of quota, was right at his heels. Almost all of the district offices finished with quota or close to quota.

Akron, Houston and Springfield, Mass., headed the list among the smaller offices, each of them turning in remarkable sales records for the territory covered. New York Office again exceeded the traditional breaking point for sales in this territory.

When the sales reports tell such a big

CHARLES J. SIGLOCH IS APPOINTED MANAGER OF THE CREDIT DEPARTMENT

We take great pleasure in announcing the appointment of Mr. Charles J. Sigloch to the important position of Manager of the Credit Department, succeeding Mr. J. H. Forshay. Mr. Sigloch's record with the company fits in peculiarly well for his new duties. Like both Mr. Way and Mr. Forshay he is an old member of the company and has risen from the ranks. He joined our Accounting Department in December, 1916, and temporarily resigned to enter the United States Army on May 19, 1917. In December, 1918, he again rejoined the Royal organization with the Accounting Department doing the work so well that he was promoted the following year to the position of Assistant Office Manager of the New York City office. In January, 1920, he was again called back to the Accounting Department to fill an important vacancy and again made good use of his opportunities until he was made a District Auditor in October, 1920. Since that time he has travelled back and forth among the branches as representative of the Comptroller's Department, coming in contact with the sales organization and attracting a good deal of favorable attention. His appointment as Manager of the Credit Department is a result of his hard work and high-stand ard ability. With these assets and with

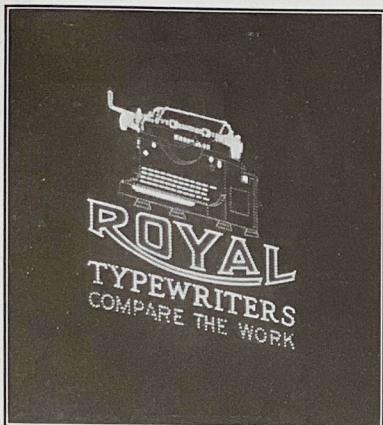


Charles J. Sigloch

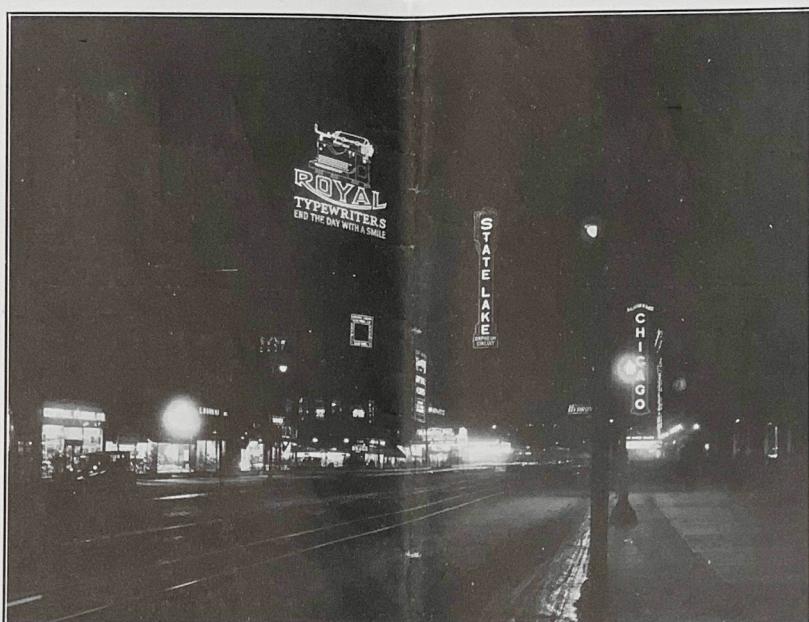
an even greater asset in the help and co-operation he will undoubtedly receive from the branches and dealers, we predict real success for Mr. Sigloch in his new work.

story of success for February, there is no limit to what the results will be in March. March is always the year's biggest month. It will have to break every sales record ever made to do it this year—and every individual man will have to do the same thing. We believe they can.

New Royal Sign in Chicago Causes Great Comment



On New Year's Eve a great sign flashed for the first time on Chicago's broad Rialto, State Street. It showed a tremendous Royal Typewriter, thirty-five feet wide and twenty-five feet high, outlined in colored lights, busily working away with startling realism, while the great lighted letters below it proclaimed to the thousands upon thousands that wended their way up and down State Street that Royal Typewriters DO run easier—that its users "End the Day With a Smile," and

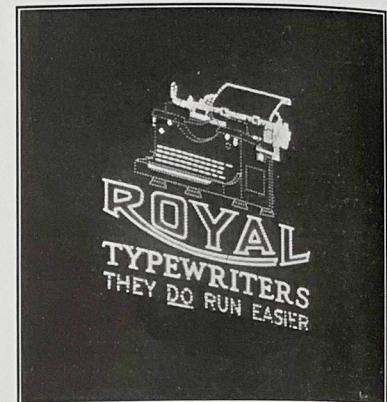


inviting them to "Compare the Work."

The Chicago sign at Randolph and State Streets, dominates Chicago's Loop District. It is visible for a great distance

and, with no other signs to detract from its brilliance, it stands like a blazing giant against the black night sky.

It is almost an exact replica of our New



York sign, with the exception that the typewriter is above instead of below the lettering. While it is a trifle smaller, being forty-nine feet wide, instead of sixty-four, it uses practically the same number of lights, and is even more striking because it is set apart from other signs.

Already reports are rolling in concerning the effectiveness of this new display. And we are certain its effect will be to spread the Royal story further than it has been spread before—and so bring greater demand for the Royal Typewriter.

SERVICE CONTEST FOR JANUARY, 1926

DIVISION NO. 1

"PORTLAND, ORE. STARTS YEAR RIGHT"

Mr. Goldthwaite, our Foreman at Portland is deserving of praise for his splendid work during the month of January. His percentage was so high that none of the other men could touch him. Portland is out to make 1926 a big year. In doing this they will encounter hard work but that only makes their task interesting.

Our hard hitting Foreman down in Louisville, Mr. Zeller, won second berth.

1—Portland, Ore. 1*	11—Boston 1*
2—Louisville 1*	12—Cincinnati 1*
3—Chicago 1*	13—Minneapolis 1*
4—St. Louis 1*	14—Dallas 1*
5—Detroit 1*	15—Buffalo
6—Cleveland 1*	16—Los Angeles
7—Atlanta 1*	17—New York
8—Baltimore 1*	18—Washington
9—Indianapolis 1*	19—Philadelphia
10—San Francisco 1*	20—New Orleans
10—Kansas City 1*	21—Hartford
Pittsburgh 1*	

DIVISION NO. 2 "BANGOR BEATS ALL"

Mr. Scott, who looks after our Service up in Bangor, Maine, has not been with us long, but, in the time he has been our Foreman at that point he has shown us

that "Service" and "100 per cent." were his main goals. We are glad to award first place to Bangor for January.

1—Bangor 1*	23—Jacksonville
2—Rockford 1*	24—Springfield, Ill.
3—Harrisburg 1*	25—Des Moines
4—Fort Worth 1*	26—Milwaukee
5—Grand Rapids 1*	27—Toledo
6—Bridgeport 1*	28—Scranton
7—Springfield, Mass. 1*	29—Providence
8—Akron 1*	30—Little Rock
9—Birmingham 1*	31—Albany
10—Houston 1*	32—Evansville
11—Denver 1*	33—Portland, Me.
12—Davenport 1*	34—South Bend
13—Fresno 1*	35—St. Paul
14—Worcester 1*	36—Columbus
14—Richmond 1*	37—Johnstown
15—Omaha 1*	38—Wichita Falls
16—San Antonio 1*	39—Memphis
17—Newark 1*	40—Seattle
18—Washington 1*	41—Peoria
19—Washington 1*	42—Waco
20—Oakland 1*	43—Duluth
21—Rochester	44—Fort Wayne
22—New Haven	45—Wilmington

WHEN YOU TELEPHONE—

Remember that you can smile with your voice as well as with your face.

Remember that Royal courtesy means Royal business.

Remember that one pleasant word gets more results than a thousand cross ones, gets them quicker.

"March Is Star Month for National Accounts Business," says Jones—so—



Houston's Big Order



Recently the Houston Board of Education opened several schools and looked for typewriters with which to equip them. Of course, Mr. Bill Courtenay, our hustling Houston Manager, set out to convince them in his very businesslike way that there was only one typewriter for them to use and that was the best typewriter, and that there was only one best typewriter and that was the Royal. Consequently, and in accordance with the time-worn axioms of our own school years, the Houston School Board bought Royals. The result was the biggest single order for typewriters which has ever been shipped into the southwest. One hundred and one new Royal typewriters arrived in Houston to fill the order, and Mr. Courtenay was good enough to have a picture taken so that we could see them.

The group of people standing before this big shipment of easy-writing Royals all ready for delivery to the school are from left to right: Mr. W. H. Courtenay, Manager; Miss Violet Games, Cashier; Mr. Dissenbacher, Salesman; Tony Piazza, Mechanic; and H. W. Meyer, Supervisor of Service.

Concurrent with the delivery of these machines Mr. Courtenay again demonstrated his eagle eye for Royal popularity by securing some very good newspaper publicity.

Mr. Courtenay won a brilliant victory over competition in getting this order which promises a crop of new loyal Royal operators every year coming from the high schools of Houston into the business offices and demanding their Royal Typewriters.

L. E. Spiece "Tells the World"

(Mr. Spiece was so enthusiastic about his factory visit recently that we asked him to set down his impressions for the benefit of the other dealers. They are well worth the reading.—Ed.)



L. E. Spiece

that below the smaller, ad of six same numbe striking r signs. concern display. will be to than it has g greater er.

The second week in February, 1926, will long be remembered by your Bucyrus Dealer. This was the week spent at the Home Office and the Factory of our company. I say our company with a great deal of pride, feeling that it is quite so. I do not own the factory, nor do I ever expect to: That is not my part of the great Royal program.

They know how to build Royals at the factory, just as well as any salesman or dealer knows how to sell them, but having been connected with the Royal Typewriter Company for more than eleven years in the capacity of salesman for the Cleveland, Ohio Office and then as dealer in Bucyrus, Ohio, and adjoining territory, I have grown to feel a part of this great organization.

No matter how good the Royal is built, it will always have to be sold, and the salesmen who are so sold on the Machine, the Factory and the Organization that they feel it a part of their daily life to promote the common interest, can in my opinion, feel and act a part of this modern Business Enterprise, an industry that is helping hundreds of thousands of business and professional men and women everywhere contribute more efficient service to humanity, with the Easy Writing Royal.

I was told by those who knew that the Royal was the best built typewriter on the market and I sold it with that assurance, first to myself and then to my friends, operators and fellow business man. Now that I have seen the big factory at Hartford, I am doubly sure that it is the one best writing machine.

TWO NEW SLOGANS

Go through the factory and you will not wonder that the Slogan is "Compare the Work." I would like to add another slogan or two "Compare the Factory" and "Compare the Spirit." With all the modern machinery, capacity and material, there was nothing that impressed me more than the congenial spirit radiating from that big kindhearted and thoroughly efficient factory manager, C. B. Cook, on down through the entire factory to even the humblest worker, who took special pride in telling us the number of years he or she had been working with the Royal factory, and their smile proved that they meant it.

OUR BIG PART

We typewriter dealers, sometimes, overlook a part of our responsibility by concluding the deal as soon as the check is received. This should really be the beginning of our business association, and will be, if we remember that the factory spent large sums of money and great effort to perfect and build this Royal we have just sold. It is up to us to see that it is kept good by prompt and equally efficient service. It is not always the great number of machines sold that builds a permanent business. It is largely the way they are sold and the service back of them that gets repeat orders and counts

in the long run, and don't forget, the Royal is built for A Long Run.

If you fellow dealers ever have a prospective purchaser kick on paying \$102.50 for a Royal, send him up to the factory with the assurance, that if he can build one just as good in twice the length of time and at twice the price, you will pay his expenses to the factory and make him a present of a brand new Royal to boot. He will come back a far wiser chap and with the idea that it will cost him a fortune to produce even one Royal.

As you wander through the plant, you will see the most modern machinery in operation, also learn that many of these machines, were designed and made especially for the Royal in their own factory. This was done to insure accuracy, unable to obtain otherwise. For the same reason they make all their own tools.

With all the testing, hardening and tempering of parts and the finishing of these parts, together with checking and re-checking in the assembly and aligning departments, you wonder again, why so much work, but they have set out to build the best and, if I know President George Ed. Smith, this spirit will continue. It is interesting also to learn that promotion is by number rather than by name, hence there is no favoritism. It is workmanship that counts here.

Of particular interest is the school for beginners. Whether they are experienced workmen from other factories or just beginners, matters not as they must work into the factory through the school, step by step and prove their worth as they advance to the highest position in the plant. Another reason for the Royal's superiority.

Much credit is due to our famous inventor, E. B. Hess, and his able assistant, Mr. Myers, for their intense efforts to devise new features and improved methods of operation that have always been found far ahead of any competing machine offered to the business world.

It is not the policy of the Royal Company to spend enormous sums of money on elaborate office equipment to the sacrifice of the machine. The Royal itself is the first consideration and money spent in building it better day by day pays big dividends to the owner and user, an item often overlooked.

There are many things that I might mention that would make a volume, but those of you who have not made the trip can count it time and money well spent, and don't fail to see the big Electric Sign on Broadway. I am sure that you will receive a Royal welcome from all the officials and clerks and especially our good friend A. W. Barlow, who is so nobly playing his part in helping to fight our battle as dealers in convincing the buying public of the superior features of the Royal Typewriter.

Enthusiastically yours,
L. E. SPIECE.

DEALERS MAKING M. A. D. FOR JANUARY

H. G. Bancroft
G. P. Campbell
J. E. Gaffaney
J. C. Good
Mrs. S. D. Hendley
R. R. King
J. P. Kling
F. Myers
R. G. Nichols
O. G. Penegar
W. W. Prior
H. J. Roof

DEALERS' NEWS

Last month, we had the pleasure of greeting Loren E. Spiece, our veteran dealer of Bucyrus, Ohio.

N. W. Harrah of the Home Office Supply Company, Welch, West Virginia, tells us about a letter received from one of his customers. Here is the letter:

"We accept your offer to place a new spacer bar on our Royal typewriter No. 10/641366. This machine has been in use in our office since June 19, 1922, and the worn place in the spacer bar, which you have replaced with a new one, was gradually worn in by actual use from the typist's thumb."

"This typewriter has averaged seven hours a day for the past four years, with one expense item of \$5.00 for cleaning and adjusting."

"This is a sample of the work done on this machine and from all indications it will last as long as the new space bar." (Signed by William J. O'Toole, clerk of McDowell County Court).

Our dealer states that when a prospective customer for a Royal doubts the durability and service, he will produce the evidence.

It pleases us to welcome the following men into the ranks of Royal dealers:

Mr. A. A. Hutt; Bain & Haddock Typewriter Co.; Monroe Store & Office Equipment Co.; Springfield Typewriter Ex.; F. P. Holloman; Hagerstown Bookbinding & Printing Co.; Hulcher Typewriter Ex.; Albany Office Appliance Co.; E. F. Mulligan & Eberle Swinford; Muncie Typewriter Ex.; Asheville Typewriter Co.

Many of these dealers already have lined up a number of Royal customers.

Every year our friend, Walter Prior, has given a dinner to his organization. This year was no exception to the rule, and on February 13, Messrs. A. W. Barlow, J. H. Forshay and H. H. Strohecker journeyed to the Royal town of Trenton for the big event.

After the big meal Mr. Prior held the

toastmaster's gavel and each one present was called upon to make a small oration.

Service is the foundation of this dealer's success, and his men are to be complimented for the splendid way they carry out their leader's ideas.

FEBRUARY HONOR ROLL

Our dealers continue to smash records. The number of sales made in February by Royal dealers was greater than the total business received during any previous February. Although it is a short month, the number who made the Honor Roll indicates the splendid way our men are covering their respective territories and why we predict another big record during March.

These dealers earned special recognition during February. H. G. Bancroft and R. G. Nichols both secured a large volume of sales during the short month. Tribune Printing & Stationery Company obtained a large order which puts them ahead of the total business they secured last year. Russell & Cockrell's Royal business for the last two months almost equals the total sales made by them during 1925.

Will March be a big Royal month? Ask any Royal dealer!

Albany Office Appliance Co. 2*

Asheville Typewriter Co.

H. G. Bancroft 2*

Benson Typewriter Co. 2*

Brewington Typewriter Co.

Roy A. Davis 2*

A. L. Deal

J. C. Duell Sales Company 2*

William Duning

C. L. Eicholtz 2*

Galesburg Typewriter Co. 2*

B. M. Gragg 2*

F. J. Haberle 2*

John I. Kerr

Marshall Love 2*

C. C. & H. C. Macomber

Nebraska Typewriter Co.

R. G. Nichols

Palestine Printing Co. 2*

Paxton Typewriter Co.

Geo. A. Pearce

Pound & Moore Co.

W. W. Prior 2*

Pueblo Typewriter Ex.

H. J. Roof 2*

Russell & Cockrell 2*

Scott-Parker Co.

Sheboygan Business College

Tribune Printing & Supply Co. 2*

Tulsa Typewriter Co. 2*

Typewriter & Office Supply Co.

Selling Royals in America's New El Dorado

At No. 6 South Main Street, Orlando, Florida, is the new headquarters of Tuell & Smith, Royal sub-dealers.

This photograph shows one of the front show windows and a small part of the interior of the store. The service department and stock room, which cannot be seen, occupies the rear right hand side of the store.

We are told that a mezzanine floor has been added over the arcade end of the store and increases the dealer's floor space to about 750 square feet, exclusive of the show windows and entrance.

The sales reports of H. J. Roof, Royal distributor for this territory, show that Herbert Tuell and Eldon H. Smith know how to sell Royals.



Great Royal Sales Activity in South America

If space would permit, there would be much to relate in connection with the many and varied activities of the Royal dealer organization in the South American countries. The dealers in that part of the world are bending every energy toward the intensive development of their Royal business, but at this time, we must limit ourselves to relating a few of the activities of two of these dealers, the one in Caracas, Venezuela, and the other in Rio de Janeiro, Brazil.

VENEZUELA

One of the most staunch supporters of the Royal typewriter in the Latin American Republics is Mr. P. Coll Alcala, the Royal dealer at Caracas, Venezuela. During the five years that Mr. Coll Alcala has been a Royal dealer, our business in the territory in and around Caracas has shown gratifying increases, largely brought about through that gentleman's personal activities in the developing of his organization.

His headquarters, of course, are located in Caracas, the illustration (No. 1) at the right representing an interior view of his premises at Palma A Municipal No. 7. Mr. Coll Alcala is the gentleman seated at the extreme right. Mr. Coll Alcala has sub-dealer representations in practically every other city and town of importance in his territory. The efforts of these sub-dealers are constantly spurred on by Mr. Coll Alcala's travelers, who are trained both as mechanics and salesmen. Mr. Coll Alcala recently made a personal visit to the cities of Valencia, La Guaira and Puerto Cabello, at which time he was successful in consummating a goodly number of Royal typewriter sales.

Our special representative, Mr. Tom N. Parker paid a visit to Caracas during the early part of December, and judging from what Mr. Parker has told us, we have every reason to feel that Royal business in that section of the country will continue to develop under the enthusiastic and capable guidance of our good friend, Mr. P. Coll Alcala.

IN BRAZIL

The promotion of school business seems



1—Offices of Mr. P. Coll Alcala, Caracas, Venezuela

writers and have been very well pleased with the results that they have obtained through the use of our machines. The illustration (No. 2) at the left presents a view of the typewriter class room in the Escola Moderna, the school presided over by Dr. de Mattos.

Another school development that has taken place in Mr. Figner's territory is the one promoted by his dealer in Bahia, Mr. Henrique dos Santos Silva, who has jurisdiction over Royal sales in the states of Bahia and Sergipe. Mr. Figner's dealer in that city has installed and is operating

standing in the center of the group (marked x). A view of the very imposing building in which the school is



4—Bahia School Building

the Royal Typewriter School of Bahia, the activities of which are personally superintended by Mr. Silva. As director of the well known firm "O Monumento" through which his Royal typewriter business is handled, Mr. Silva has persistently increased the number of Royal users in his territory.

The illustration (No. 3) at right shows one of the typewriting classes in the Bahia School, Mr. Silva being the gentleman shown

housed is shown at the center (No. 4). Having in mind Mr. Silva's past successes, we can readily believe that Royal business in the two states under his supervision will continue to show progress.

One of the most successful sales that has recently taken place in the Brazilian market was effected a few months ago by Mr. Figner's branch in Sao Paulo, operating in that city under the firm name of "Casa Odeon." The occasion of the latest success in that city was the sale of fifty Royal typewriters to the Banco Comercial de Estado de Sao Paulo. The photograph (No. 5) at the lower center shows the delivery of a part of these machines to the bank, entrance to the Bank's premises appearing at the right in the photograph. The gentleman standing between the two delivery autos (marked x) is Mr. Tellechea, Chief of the typewriter section of Mr. Figner's firm in Sao Paulo.

With the sale of these fifty machines to the Commercial Bank, the total number of Royals now in use by them exceeds 150. Needless to say, it is a compliment to our friends' energetic activities that they have succeeded in so thoroughly "Royal-izing" one of the most important banks in Brazil.

The illustration in the center (No. 6) presents a view of the Royal sign that Mr. Figner has installed on the wall extending along the Central of Brazil Railway at the "Meyer" station, a point which must be passed by all trains entering and leaving Rio de Janeiro. Mr. Figner reports that the sign enjoys one of the most advantageous positions that may be found in Rio, since it is daily seen by the thousands traveling to and from the city.

It is these and the many other activities throughout Mr. Figner's organization that are daily contributing to the Royal's continued advance in that country.

TOM N. PARKER VISITS HEADQUARTERS

Mr. Tom N. Parker, Special Representative for the Royal Typewriter Co., Inc., in Latin America, paid a brief visit to



2—School of Dr. de Mattos

to be one of the hobbies of the Royal's veteran dealer in Rio de Janeiro, Mr. Fred Figner, who operates in that city under the firm name of "Casa Edison." Evidence of our conviction was recently conveyed to us by letters of appreciation which were written by Mr. Sebastiao C. Fontes and Dr. Juruema de Mattos, owners and directors of two of the most important preparatory schools in Rio de Janeiro.

Both of the gentlemen mentioned have equipped their schools with Royal type-



3—Interior of Bahia School

Royal headquarters last week, after having spent several months traveling through Colombia, Venezuela and a few of the West Indian markets, where he visited the various Royal dealers.

Mr. Parker has again left for another extensive trip through several of the South American countries. Although his stay in New York was but a brief one, we were all glad to have had him with us once more. He has the best wishes of his many friends in the Royal organization for a safe and successful journey.



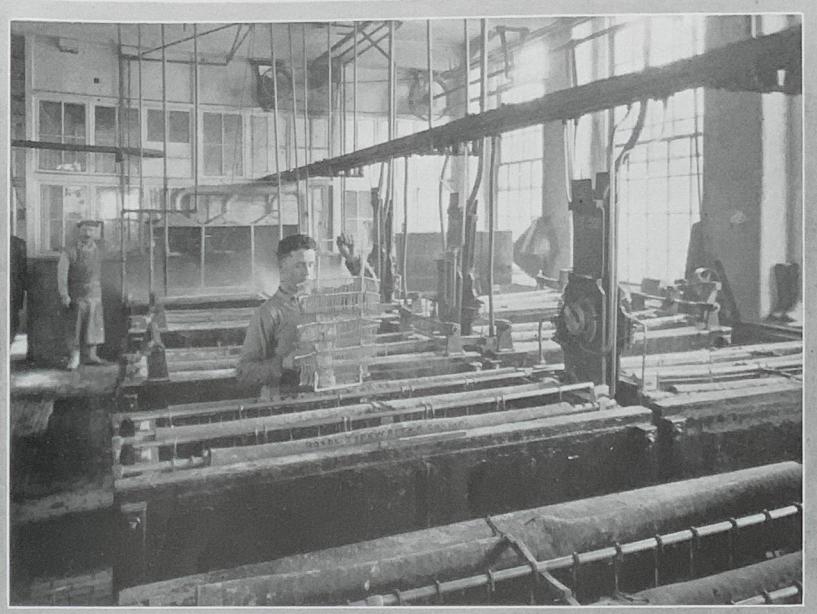
5—Below—Delivery to Banco Comercial. 6—Above—Mr. Figner's Royal Sign

A LITTLE JOB WITH A BIG RESPONSIBILITY

Putting the Type on the Type-Bar



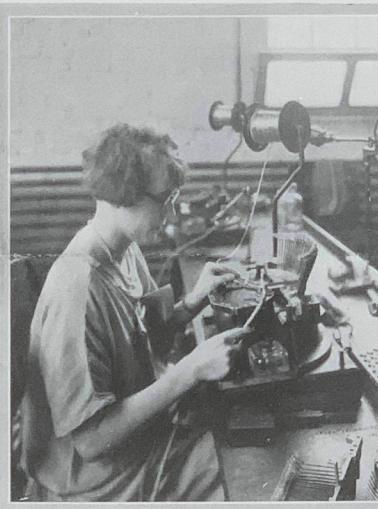
2—Automatic Machine That Coats Type Bar Ends with Solder



4—Plating the Finished Type Bars



1—Grinding Bar Ends



3—Soldering on the Type

We wonder if we are making our talks on manufacturing too technical for you men on the firing line of sales. If so, don't be afraid to let us know of it. What we are trying to do is to supply you with instructive and interesting information connected with the product you sell. For instance, how many of you know there are well over two thousand workers at your factory working on quality production and thousands of operations (about seven thousand) on each typewriter made?

Now, we don't do all these operations unless there is an absolute necessity for so doing. In our years of experience, we find from time to time certain changes are needed, due to better materials being made and better methods thought out by our Engineers. We are continually working on new ideas, better methods and automatic machinery, all to give better quality, greater durability and easier operation to the Royal Typewriter. So we say again, we are trying to supply you with information by writing articles about how our parts and mechanisms are manufactured, and how quality is put into the product with many things described in detail, so that you men may know your machine well.

One of our engineers stated that even the matter of explaining how we soldered Type to the Type Bar would be a revelation to our salesmen as it entailed several engineering feats of surprising care, detail and methods. He said "Why the entire Royal Typewriter may be built 100 per cent. in all its parts and mechanisms and yet one type loose or poorly soldered, affects the most vital and important result, viz., 'The written word.' We just have to see and know positively that every precaution and every bit of ability we have will make our methods in this direction fool proof. It doesn't do to think we are right in this instance. We have to know beyond question we are right."

This is why we are selecting this subject, for you men to read how we do it.

SOLDERING TYPE TO TYPE BAR

Look at picture No. 1 and you will note several machines designed and, built by our own engineers. These machines grind the bearing part of the Type Bar

within one half a thousandth of an inch. On these machines we also grind the Type end of the bars to one thousandth of an inch. This fits into the slot in the Type. Every bar is checked with a go and no-go gauge after grinding. Each machine has a micrometer control for the grinding discs or cups, and these emery wheels or discs are continually checked for wear.

Picture No. 2 shows operator loading Type Bars into an automatic machine (designed and built by Royal Engineers) which cleans Type end of bars and then deposits a thin film of solder on this section which fits the Type slot. This machine takes care of thousands of bars each day, each bar being positively assured of the right amount of solder and is one of our greatest arguments in favor of Royal Type being soldered permanently. No errors can occur as happens when the human factor is involved. Silently, positively, and perfectly the machine revolves day by day putting the quality into the Royal Typewriter.

Look at picture No. 2 again, and carefully note this wonderful machine revolving away from the operator as she puts the Type Bar into the holder made for it. The Bar then travels along and its Type End goes through a special sol-

dering acid which is used for our purposes, and it travels on through the solder and is automatically dropped into a box after the solder has set.

AN INTRICATE OPERATION

Picture No. 3 shows an operator soldering Type to a Type Bar. You will note the entire set of bars in the Segment in the soldering fixture. This fixture is a magnetic gauge and holds the face of the Type in correct position while being soldered, and in correct location to striking ring on Segment. The operator is taught how to work very efficiently as evidenced by the photo; note with what care each and every detail is covered, the spool of lead wire, the position of the soldering fixture, the height of the operator in relation to her work, the type of soldering iron with its thin sheet of gas flame right on the spot to be soldered, the small glass receptacle with the soldering acid and tool to use it with; everything accessible and everything for quality of work.

Last, but not least, look at picture No. 4 and you will see a section of our plating room where the Type Bars have been previously coppered and the operator is now nickelizing the Type Bar and Type before they go back to the Assembling De-

partment and are again assembled in the Segment to which they were fitted originally.

Every type bar is fitted and ground by special machinery to the slot in the segment, and is in every instance, used in the particular slot for which it was fitted.

There's the story, and we know you agree with us that the precision of the work, the layout of the work and the care used, must give us a permanent "Written Word" in quality that is not equalled by any other typewriter company.

We can only be successful when we lead in manufacturing methods. You cannot get quality by making a few big mechanisms right; there must be quality in every one of the seven thousand and over operations to reach the high standard we have set for the Royal Typewriter.

CANUCK NEWS

Montreal is hitting on all six Plus, when it comes to that 100 per cent. increase resolution for 1926.

January pulled an M. A. D. decoration for one of the Eskimos from Big Smoke.

Toronto and Ottawa are discarding their snowshoes preparatory to one great big Spring Opening. Managers Canning (Holy City) and Corrigan (Senatorville) are mustering full forces to beat out Montreal's Jan.-Feb. records.

LOS ANGELES AGAIN WINS

Mr. Ralls and his Los Angeles crew seem to have the habit. Again they have beaten the friendly enemy, San Francisco, for the second leg of their second three months' contest, and have done so by exceeding their quota.

* * *

In the four-cornered contest running among the New York, Chicago, Boston and Philadelphia offices, Mr. Robinson's New York force nosed out Chicago in the second lap, with Philadelphia and Boston close behind. Since Philadelphia won in January, and the race is based on percentage of quota for three months, the burden of deciding a winner seems to rest with March, with an even chance all around.

